

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .DSCC IE

Product DSCC IE

Estimate# 1780

Buyer Maura Gilroy

Phone#

Fax#

Agency () GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 49/53/1780

Flight Dates 09/18/2012 - 09/23/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$600.00	09/18-09/21	1	1	1	\$600.00	
	2	TU-F	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$1,000.00	09/18-09/21	1	1	1	\$1,000.00	
	3	TU-F	7A-9A	TODAY SHOW	:30	\$1,500.00	09/18-09/21	1	1	1	\$1,500.00	
	4	TU-F	9A-10A	TODAY SHOW II	:30	\$900.00	09/18-09/21	2	1	2	\$1,800.00	
	5	TU-F	10A-11A	TODAY SHOW III	:30	\$450.00	09/18-09/21	1	1	1	\$450.00	
	6	TU-F	11A-12P	RACHEL RAY	:30	\$325.00	09/18-09/21	1	1	1	\$325.00	
	7	TU-F	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/18-09/21	1	1	1	\$425.00	
	8	TU-F	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	09/18-09/21	1	1	1	\$325.00	
	9	TU-F	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	09/18-09/21	2	1	2	\$850.00	
	10	TU-F	2P-3P	THE DOCTORS	:30	\$325.00	09/18-09/21	1	1	1	\$325.00	
	11	TU-F	3P-4P	DR. PHIL	:30	\$450.00	09/18-09/21	2	1	2	\$900.00	
	12	TU-F	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	09/18-09/21	1	1	1	\$700.00	
	13	TU-F	430P-5P	NEWS 4 AT 430P	:30	\$700.00	09/18-09/21	2	1	2	\$1,400.00	
	14	TU-F	5P-630P	EARLY NEWS	:30	\$1,200.00	09/18-09/21	2	1	2	\$2,400.00	

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Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	15	TU-F	630P-730P	JEOPARDY	:30	\$1,300.00	09/18-09/21	1	1	1	\$1,300.00	
	16	TU	10P-11P	PARENTHOOD	:30	\$3,200.00	09/18-09/18	1	1	1	\$3,200.00	
	17	W	9P-10P	LAW & ORDER	:30	\$4,000.00	09/19-09/19	1	1	1	\$4,000.00	
	18	TH	10P-11P	ROCK CENTER	:30	\$3,200.00	09/20-09/20	1	1	1	\$3,200.00	
	19	TU-F	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/18-09/21	1	1	1	\$1,100.00	
	20	TU-F	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$750.00	09/18-09/21	1	1	1	\$750.00	
	21	SU	9P-10P	KSNV AFTER NFL	:30	\$1,200.00	09/23-09/23	1	1	1	\$1,200.00	

---REPORT TOTALS---

Report Totals: 26 / \$27,750.00

---SALES MONTHLY TOTALS---

Sep 12: 26 / \$27,750.00

Sales Totals: 26 / \$27,750.00

Station Totals: 26 / \$27,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$111,000	CATV	0%	KBLR	0%	KINC	0%	KLAS	22%	KSNV	25%
		KTNV	27%	KTUD	1%	KVCW	3%	KVMY	5%	KVVU	17%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Station	KSNV-TV LAS VEGAS, NV.	Agency	() GREAT AMERICAN MEDIA	Rep Firm	
Advertiser	() .DSCC IE		3050 K ST NW	Sales Office	() PHILADELPHIA
Product	DSCC IE		WASHINGTON, DC 20007	Salesperson	() AMY MCCREARY
Estimate#	1780	Agency C/P1/P2/E	49/53/1780		
Buyer	Maura Gilroy	Flight Dates	09/18/2012 - 09/23/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

Books	NOV12
Demos	RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE